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ABSTRAK

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Analisis Persepsi Mutu Pelayanan terhadap Kepuasan Klinik Pasien Rawat Jalan RSUD Kabupaten Karanganyar
xv + 101 halaman + 21 tabel + 6 gambar + 6 lampiran

Pelayanan klinik rawat jalan belum memberikan kepuasan pasien. Keluhan pasien meningkat dari 0,46% menjadi 1,2% dari tahun 2014-2015. Ketidakpuasan pasien pada pelayanan keperawatan, tindakan dokter dan informasi yang diterima pasien dapat disebabkan mutu pelayanan dari aspek bukti fisik, kehandalan, daya tanggap, jaminan dan empati kurang. Penelitian ini bertujuan untuk menganalisis pengaruh antara persepsi mutu pelayanan terhadap kepuasan klinik pasien rawat jalan.

Penelitian dilakukan di sebuah rumah sakit pemerintah tipe C, jenis penelitian observasional kuantitatif dengan desain *cross sectional*. Sampel penelitian sebanyak 100 responden pasien rawat jalan dengan kriteria inklusi eksklusif, menggunakan instrumen kuesioner terstruktur. Pengolahan data diskriptif analitik terdiri univariat, bivariat dan multivariat menggunakan SPSS.

Hasil penelitian menunjukkan rata-rata usia responden 46 tahun, berjenis kelamin perempuan, pendidikan SLTA, mayoritas karyawan swasta, sebagian besar responden melakukan kunjungan pertama dan paling banyak berkunjung ke klinik penyakit dalam. Bukti nyata kurang baik 49% baik 51%, kehandalan kurang baik 45% baik 55%, daya tanggap kurang baik 47% baik 53%, jaminan kurang baik 35% baik 65%, empati kurang baik 53% baik 47%. Hasil menunjukkan terdapat hubungan yang bermakna masing-masing variabel bukti nyata ($p=0,009$), kehandalan ($p=0,000$), daya tanggap ($p=0,000$), jaminan ($p=0,000$) dan empati ($p=0,000$) terhadap kepuasan klinik pasien rawat jalan. Hasil multi regresi menunjukkan bukti nyata, kehandalan, daya tanggap dan jaminan berpengaruh secara nyata terhadap kepuasan klinik pasien rawat jalan. Prediktor paling kuat adalah jaminan kemudian kehandalan, daya tanggap, empati dan bukti nyata.

Kesimpulan penelitian ini adalah dimensi mutu pelayanan yaitu bukti nyata, kehandalan, daya tanggap, jaminan dan empati mempengaruhi kepuasan klinik rawat jalan. Saran untuk RSUD "X" supaya lebih memperhatikan empati petugas yang merupakan nilai terendah dan kepuasan terhadap informasi yang diterima pasien yang merupakan kepuasan rendahnya terbesar.

Kata kunci : Persepsi Mutu Pelayanan, Kepuasan Klinik Pasien Rawat Jalan

Kepustakaan : 52 (1988-2015)

ABSTRACT

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**Perception Analysis of Service Quality towards Patients' Satisfaction of
Outpatient Clinic at Karanganyar District Public Hospital
xv + 101 pages + 21 tables + 6 figures + 6 appendices**

Services at an outpatient clinic had not given satisfaction to patients. Patients' complaints increased from 0.46% in 2014 to 1.2% in 2015. Patients unsatisfied to nursing service, treatment provided by physician, and received information by them could be caused by low service quality viewed from the aspects of tangibility, reliability, responsiveness, assurance, and empathy. The aim of this study was to analyse the influence of perceptions of service quality towards patients' satisfaction of an outpatient clinic.

This study was conducted at a government hospital type C using an observational-quantitative method and cross sectional approach. Number of samples were 100 patients of the outpatient clinic who met inclusion and exclusion criteria. Data were collected using a structured questionnaire and analysed using methods of univariate, bivariate, and multivariate performed using SPSS.

The results of this research showed that the respondents had mean age of 46 years, were female, graduated from Senior High School, mostly worked as private employees, mostly visited the clinic for the first time, and mostly visited internal medicine clinic. Proportions of the respondents' perceptions demonstrated that tangibility was bad (49%) and good (51%), reliability was bad (45%) and good (55%), responsiveness was bad (47%) and good (53%), assurance was bad (35%) and good (65%), and empathy was bad (53%) and good (47%). The variables of tangibility ($p=0.009$), reliability ($p=0.000$), responsiveness ($p=0.000$), assurance ($p=0.000$), and empathy ($p=0.000$) towards patients' satisfaction of the outpatient clinic. The results of multiple regression demonstrated the variables of tangibility, reliability, responsiveness, assurance, and empathy significantly influenced the patients' satisfaction of the outpatient clinic. The strong predictors respectively were assurance, reliability, responsiveness, empathy, and tangibility.

To sum up, the dimensions of tangibility, reliability, responsiveness, assurance, and empathy influenced the patients' satisfaction of the outpatient clinic. An "X" hospital needs to pay attention for empathy of officers that has lowest value and satisfaction towards received information by the most unsatisfied patients.

Keywords : Perceptions of Service Quality; Patients' Satisfaction of
Outpatient Clinic

Bibliography: 52 (1988-2015)